



CLAYTON CENTURY
FOUNDATION

enriching our community

**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, July 27, 2011
Husch Law Offices
7:00 pm**

Attendees: Judy Goodman, Lee Hanson, Cindy Rapponotti, Gary Krosch, Cindy Berger, Scot Boulton, Jill Fisher, Gary Feder, John McCormick, Cynthia Garnholz, Bev Wagner, Steven Rosenblum, Marc Lopata, Ben Uchitelle
Staff: Eric Gruenenfelder – Superintendent of Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

1. Call to Order

Gary Feder called the meeting to order and recapped events that had taken place since the last board meeting in April such as the 5K Run, the Sidewalk Soirée, a successful meeting with Enterprise, the development of a budget for FY12 and the transformation of the Development Committee into the Major Gifts Committee and Annual Fund Committee. The success of the Major Gifts Committee has pointed out the Foundation's weaknesses. Little attention has been available for soliciting operating funds for the organization. The Annual Fund Committee will focus on these efforts.

Gary Feder took the opportunity to make an appeal to the board and encourage them to make their annual contribution.

2. Approve April 27, 2011 Minutes

The April minutes were approved with corrections.

3. Financial Report

Gary Krosch noted that the Financial Report was very similar to past reports and pointed out a shortfall in individual donations year-to-date.

4. FY12 Budget

Gary presented a FY12 Budget that, with anticipated major gifts, would total just over \$1 million. When questioned why revenue was not separated into the various sections, Gary noted that while gifts would be dedicated to section projects, CCF would be doing the fundraising. When allocating to projects, funds will be transferred to Fund 86. It allows the Foundation to separate operating funds from project funds. Scot Boulton moved to approve the FY12 Budget. Steven Rosenblum seconded the motion. The motion was approved unanimously.

5. Development Committee Report- Ken Goldman

Ken reported that the Development Committee has received commitments from Centene, Brown Shoe, Smith Moore, Washington University, Enterprise, the Battram Family Foundation and Susan B. Hanley. With these successes, the Major Gifts Committee is encouraged to continue reaching out to the community for support but will need the help of the board of directors. Ken circulated a list of prospects that the Major Gifts committee would like the opportunity to meet. Ken asked that if any board members had personal relationships with the interested parties, to contact him after the meeting. Ken is looking for board members that can help the CCF to get appointments with the suggested donors and possibly attend a meeting. Ken also invited the board of directors to submit more names to the list of prospects.

The group discussed the list of projects currently on the table for donors. The group discussed the Hanley House restoration, the Ice Rink, acquisition of green space and the addition of art at key entryways into Clayton. The group would like to see a further break down of the giving opportunities at the next meeting. Bev also suggested that addition of an endowment to the giving opportunities for estate planning.

Sally Cohn encouraged the group to try and be elegant in all that they do with regard to the execution of projects noting that they should not pass up the opportunity to be on the cutting edge in design.

JJ Flotken will be heading the Annual Fund Committee. JJ distributed a working plan and calendar of activities for the committee. JJ noted that through research, he has found that it often takes 3 to 5 years to create a sustainable annual campaign. The committee is hard at work brainstorming and they are looking for more help. JJ encouraged members of the board of directors to join the committee. The Annual Fund Committee has suggested that instead of offering giving levels that the CCF recommend a gift range. The campaign calendar runs from October 2011 to December 2012. The calendar highlights multiple communication opportunities including the Clayton Connection, City Views, standard mass mailings, e-newsletters, neighborhood meetings and a door-to-door campaign that would begin in October 2011.

JJ noted that the proposed budget for the committee totaling \$26,200 was not included in the approved FY12 budget.

After discussion, the board would like to see clarity in the message of the Annual Fund Committee. Board members suggested that rather than focusing on operating expenses, the Annual Fund Committee focus on recurring programming costs for the individual sections. The board would also like to remember that the CCF has proven success in make personal asks from friends and neighbors and it would be beneficial to continue with these types of personal solicitation.

It was suggested that members of the individual sections become involved in the Annual Fund Committee to help shape the message of the campaign. The next meeting for the committee will be Tuesday, August 2. The meeting will begin at 7:30 am and take place at the Center of Clayton.

6. CCF Arts Report

Bev reported that CCF Arts has hosted 3 artist selection meetings. Bev noted that Michael Neidorff is involved in the process and has recommended an artist to be considered. The list of artists for consideration has been finalized and includes: Lawrence Argent, James Surls, Jean Shin and Boaz Vaadia.

The 4 finalists will be invited to submit proposals. The process will include 2 trips to Clayton; the first to view the site and the second to present their proposal. For their expenses, the artists will receive \$5,000 each. The selection committee will make their final decision by October or November.

7. CCF Parks Report

Cindy noted that in addition to funding projects such as the Hanley Park Pavilion, CCF Parks continues to support ongoing programs such as Musical Nights in Oak Knoll Park. The group also supports an annual scholarship and pays for the maintenance of the fish tank at The Center of Clayton.

The group would like to see the tree and bench program expanded as a fundraising opportunity.

8. CCF History Report

The group continues moving forward with the Centennial Book. CCF History has also been pleased with the popularity of their 2011 Lecture Series. Esley Hamilton is slated to present in November. Susan Hanley has made a challenge grant to the CCF in the amount of \$25,000. The CCF is finalizing the details of that gift. Scot noted that the search for permanent space is on hold at the moment. CCF History is looking at purchasing portable display cases. Scot did note, however, that it remains the goal of the organization to have permanent space so that they may properly archive and care for their records and artifacts.

9. New Business

The CCF will again station a beer booth at this year's St. Louis Art Fair from September 9-11. Similar to last year, we hope to have board members volunteer to serve as shift captains. Those shift captains would then be responsible for recruiting volunteers to work in the booth for their shift. This year the CCF expects to see even more business since the booth is located at Forsyth and Meramec. Part of the proceeds from the beer booth will benefit the CCF>

10. Next Meeting

The next meeting will be Wednesday, October 26th, 2011 at 7pm at Commerce.

11. Adjourn

Meeting adjourned at 9:00pm.

Minutes submitted by Sarah Umlauf.